Application 10/729,621

Claim 19 should read as follows:

Claim 19. An apparatus that scores data for use in a search engine, comprising:

a processing device;

a module executed by the processing device that tracks clicks by users on data returned in a search result in response to a query; and

a module executed by the processing device that determines a user preference for a clicked data in accordance with a physical position of the clicked data in the search result, wherein determining the user preference for the clicked data is performed by:

determining a ratio calculating the quotient of actual clicks to the clicked data and a specific query and clicks expected for the clicked data and the specific query,

wherein determining clicks expected for the clicked data and the specific query is performed by determining a context dependent user preference score in accordance with a weight table that comprises a contextual weight for the clicked data in accordance with physical position, the weight table specifically associated with one of a plurality of user interfaces based on a visual layout of the user interface, the contextual weight indicating a product associated with the clicked data; and

a module executed by the processing device that uses the determined user preference to determine rankings for display of future search results.